



MARVEL STUDIOS' FIRST FEMALE-LEAD SUPER HERO CAPTAIN MARVEL TAKES TO THE SKIES WITH ALASKA AIRLINES

News / Airlines



Ahead of the highly-anticipated release of Marvel Studios' *Captain Marvel* on March 8, International Women's Day, Alaska Airlines unveiled a special-edition plane today, featuring Marvel Studios' first female Super Hero lead. The *Captain Marvel*-themed plane was debuted today at Sea-Tac International Airport at a gate celebration for guests flying to Orange County, California.

"This new plane featuring Captain Marvel will delight guests of all ages," said Natalie Bowman, Alaska Airlines' managing director of marketing and advertising. "We're excited to showcase a pilot who's risen to Super Hero status—an image that embodies strength and confidence and inspires future aviators across our expansive network to go further."

Decked out in a stunning red and navy suit, Captain Marvel is taking flight and commands the attention she deserves as a female pilot who acquired special powers to fight for the greater good. Guests boarding the *Captain Marvel*-themed plane will see a film logo when they board. An image of a cat named Goose from the film, will surprise guests seated over the wings.

"Our collaboration with Alaska Airlines is taking our fans 'Higher, Further, Faster' with this amazing opportunity to fly with our fearless Super Hero and pilot, Captain Marvel," said Mindy Hamilton, SVP of Global Partnerships for Marvel. "We are so excited that our fans will be accompanied by Carol Danvers on their next adventure."

The *Captain Marvel*-themed 737-800, tail number N531AS, begins flying throughout Alaska's route network today. With a cruising speed of 530 mph and sporting a larger-than-life image of the movie's namesake Captain Marvel, the plane will visit fans throughout the country via cross-country routes and flights to Hawaii.

Marvel Studios fans can follow Alaska Airlines on [Twitter](#) and on [Facebook](#) to learn about the promotions related to the new film. From Feb. 6-9, Alaska Airlines social fans and followers can enter for a chance to win one pair of tickets to the premiere of Marvel Studios' *Captain Marvel*, including roundtrip airfare and hotel accommodations for two in Los Angeles. Terms and conditions are available [online](#).

A promotional banner for Alaska Airlines featuring Captain Marvel. On the left is a full-body image of Captain Marvel in her blue and red suit, standing with hands on hips in front of a large gold star. To the right, the text reads "Further. Faster. Nonstopable." in a bold, dark blue font, followed by "130+ daily nonstops from the Bay Area." in a smaller font. Below this is the Marvel Studios logo and "CAPTAIN MARVEL IN THEATERS MARCH 8". To the right of that is the Alaska Airlines logo. Small text at the bottom left says "©2019 MARVEL" and at the bottom right says "Daily average for 2019."

06 FEBRUARY 2019

ARTICLE LINK:

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